



Sustainable City Commission Work Plan



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1. Green Inventory & Dashboard

The City's first green inventory and dashboard will show our community what green initiatives the City has implemented and how we are monitoring our progress.

- Collect performance measures with baseline data for 2007
- Include benchmarking data where applicable
- Include an inventory of all green city programs and services
- Produce a green organization chart that demonstrates where the green city programs are housed

2. Branding and Identity

Branding and identity play a critical role in contributing to the image and recognition of sustainability. Establishing a consistent brand and identity serves to strengthen our messages and creates familiarity with our sustainability concepts and green programs.

- Create and unveil the City's green brand and identity and associated communication and educational materials
- Create and launch a green city website that will include a library of resources, a listing of best practices, a green city map, news and event information and other educational and informational items

3. Sustainable City Action Plan

This plan is intended to be a tool for creating a sustainable city by helping to guide future operational and policy decisions.

- Decide upon mission and objectives
- Incorporate the following focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction, and Eco Products and Services
- Conduct public outreach for regular meetings and plan community outreach opportunities for the community to comment on the plan

4. Annual Green Report Card

The City's first green report card will show our community what progress we have made in the first year.

- At the end of one year, create an annual report describing the accomplishments of the City's green activities
- Include annual statistics to compare to the baseline data in the Green Dashboard



Deliverable: Green Inventory & Dashboard

The City's first green inventory and dashboard will show our community what green initiatives the City has implemented and how we are monitoring our progress.

- **Task 1:** Collect performance measures with baseline data for 2007
 - This will include totals for both city facilities/operations and community totals, where attainable, and will include benchmarking data where available
 - Performance measures will help us create a baseline for future comparisons and benchmarks will help us compare how we are doing to other cities
 - See Attachment A for proposed performance measures and benchmarks organized by sustainability focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
- **Task 2:** Create an inventory of all green city programs and services
 - This list helps us inventory what we are doing to be a sustainable city and shows the gaps to focus on for future sustainability efforts
 - This will be organized by sustainability focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
- **Task 3:** Produce a green organization chart
 - This demonstrates where our green operations are and where to focus our attention for future sustainability efforts
- **Task 4:** Create an online tool that visually displays the performance and inventory information, accessible all in one place
 - This provides transparency for the public and city staff to be able to see for the city's progress toward going green



Deliverable: Branding and Identity

Branding and identity play a critical role in contributing to the image and recognition of sustainability.

- **Task 1:** Create a green brand and identity for the City of Long Beach
 - Establishing a consistent brand and identity serves to strengthen our messages and creates familiarity with our sustainability concepts and green programs
- **Task 2:** Create and launch a green city website
 - This will be organized by sustainability focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
 - This will include a library of resources, a listing of best practices, a green city map, news, and educational/informational items
- **Task 3:** Create educational and community outreach materials
 - These materials will help the City reach out and educate the community
 - The intent is to produce these materials in multiple languages and make them available in a variety of formats and locations



Deliverable: Sustainable City Action Plan

This plan is intended to be a tool for creating a sustainable city by helping to guide future operational and policy decisions.

- **Task 1:** Decide upon mission and objectives
 - This helps guide the plan, linking the contents in the plan back to what the plan is intended to accomplish
- **Task 2:** Create sustainability actions in the following focus areas: Buildings & Neighborhoods, Urban Nature, Transportation, Water, Energy, Waste Reduction and Eco Products and Services
 - These focus areas help create manageable categories as a starting points to organize sustainability actions for future sustainability efforts
- **Task 3:** Conduct public outreach for regular meetings and plan community outreach opportunities for the community to comment on the plan
 - Engage the community during Commission meetings to participate in the creation of the Sustainable City Action Plan
 - Attend community outreach events to publicize Sustainable City Action Plan (such as Green Port Fest, University By The Sea, etc.)



Deliverable: Annual Green Report Card

The City's first green report card will show our community what progress we have made in the first year.

- **Task 1:** Create and publish an annual report card at the end of 1 year
 - This report card will compare the annual information to the baseline information in the green inventory and dashboard by listing the City's green accomplishments, comparing annual data to the baseline data and will include annual benchmark comparisons, where applicable
 - The report card will also incorporate any necessary information from the Sustainable City Action Plan
 - The goal of this green report card is to show our progress towards becoming a sustainable city each year and highlight our successes and focus on where the City needs improvement
- **Task 2:** Create an online tool that visually displays the Annual Green Report Card and links to related information
 - This provides transparency for the public and city staff to see the results of the City's efforts to become a sustainable city
- **Task 3:** Update the following:
 - The inventory of all green city programs and services
 - The green organization chart
 - The green dashboard

Sustainable City Commission Work Plan
ATTACHMENT A: Proposed Green Performance Measures & Benchmarks

Focus Areas:	Performance Measures	Data Sources	Benchmark Sources
Buildings & Neighborhoods	# of city projects that are certified as LEED projects	Development Services	US Green Building Council
	# of development projects that are certified as LEED projects	Development Services	US Green Building Council
Urban Nature	# of trees planted annually	Public Works	
	# of acres of open space per 1,000 residents	Parks, Recreation & Marine	Trust for Public Land
	% res who live w/in 1/4 mi of developed open space areas	Parks, Recreation & Marine	
Transportation	% of city fleet that are alternative fuel vehicles	Public Works	
	# of transit ridership	LB Transit	LB Transit
	# of air quality non-attainment days per year		AQMD, EPA
	# of miles of bike route projects implemented	Public Works	
	Annual Air Quality Index rating		American Lung Association
Water	% change in Long Beach water usage	LB Water Department	
	# of gallons of water used per capita annually	LB Water Department	
	Annual Recreational Water Quality Index rating	Health & Human Services	Heal The Bay
	Annual Drinking Water Quality Index rating	LB Water Department	
Energy	# of kWh of electricity used per capita annually		Southern California Edison
	# of GHG emissions	Office of Sustainability	Climate Registry
	# of therms of gas used per capita annually	LBGO	
Waste Reduction	% of waste diverted from landfills	Environmental Services	CA Waste Management Board
	# tons recyclables collected	Environmental Services	
	# tons of refuse collected	Environmental Services	
Eco Products & Services	% of green jobs in Long Beach	Office of Sustainability	
	# of farmers markets	Office of Sustainability	
	# of green businesses	Office of Sustainability	